

Abstract of the Disclosure

Electronic content is presented to a viewer in a web-based television (TV) system, including a host computer and a local computer, by detecting that the viewer has requested access to a content page, determining a local context (e.g., local time of day) for that viewer, and determining whether the viewer is logged in to the host computer. Context-specific information associated with the determined local context (e.g., a look and feel for the content page) is then retrieved (i) from the host computer if the viewer is determined to be logged in to the host computer, or (ii) from the local computer if the viewer is not logged in to the host computer. The content page is then customized based on the retrieved context-specific information.

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